

DAISY JOHANNA UY

STRATEGIC COMMUNICATIONS EXPERT

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PROFILE

Technologically savvy writer and researcher skilled at developing and executing strategic communications strategies. 10 years of practical experience in strategic communications, feeding blogs and social media with content, and presenting an organization to various audiences. Adept at project management, supporting leaders and teams, and learning on the go. Proven record in partnering with key stakeholders to create change across a matrixed organization.

EDUCATION	SKILLS	AWARDS
Business Analytics & Insights <i>Graduate Certificate, Honours</i> Centennial College, 2022	<ul style="list-style-type: none">Project managementStakeholder management and coordinationClear verbal and written communicationStrategy planning and executionStrong organizational skills	Canadian Diversity, Equity and Inclusion Campaign of the Year (Gold) Canadian PR Society Toronto, 2021 Recognized out of agencies, corporations and not-for-profits across the GTA for development and execution of a multi-stakeholder communications plan
PR - Corporate Communications <i>Graduate Certificate, High Honours</i> Centennial College, 2021	EXPERTISE <ul style="list-style-type: none">Research and drafting of presentationsSupporting executives and decision-makingPartnering and relationship buildingAgility and autonomy in learning new skills	2021 Ravisanger Appurathai Award (Dean's Award for Leadership) Centennial College, 2021 Given to one out of 1,600 students
Chemical Engineering <i>Bachelor's Degree</i> University of San Carlos, 2010		

RELATED WORK EXPERIENCE

MANAGER, STRATEGY AND OPERATIONS (PART-TIME)

Smart Twenties Pty Ltd (samlaurabrown.com) / Australia / March 2022 to Present

- Planned and edited CEO communications for email, opinion pieces, video, social media, websites, town halls and the in-house client community forum, leading to a brand aligned with the company's core values
- Worked closely with the CEO in the successful development and implementation of clear CEO narratives in our PR and marketing strategies, leading to 176% increase in revenue
- Guided technical lead and audio-video production staff across the workplace through six product launches, systemizing for a seamless backend experience and effective use of company resources

MANAGER, COMMUNITY PROGRAM (PART-TIME)

Smart Twenties Pty Ltd (samlaurabrown.com) / Australia / February 2021 to February 2022

- Built relationships with 100+ members of an international business coaching community, increasing client transformations and improving active engagement by 10%
- Led weekly video conferences and virtual workshops for three months as part of a change management initiative
- Pitched new ideas to restructure the business model, which contributed to a seamless transition for existing clients

INTERNAL CHANGE COMMUNICATIONS INTERN

Centennial College / Scarborough, ON / April 2021 to June 2021

- Supported internal organizational changes by writing college-wide internal employee memos, presentations and key messages for the President and the Chief Transformation Officer
- Developed slide decks, emails, fact sheets, communications plans and a multi-stakeholder analysis for the Change Management Team's Transformation Strategy rollout and employee engagement initiatives

ADDITIONAL WORK EXPERIENCE

TEAM LEAD, THE FUTURE OF PR LOOKS LIKE US

Centennial College and the Canadian Council of PR Firms / Toronto, ON / December 2020 to March 2021

- Recognized by the Canadian PR Society Toronto chapter with two 2021 ACE Awards for Canadian Diversity, Equity and Inclusion Campaign of the Year (Gold) and Student Campaign of the Year, Executed (Gold)
- Audiences targeted were PR professionals, students and potential students/applicants
- Tactics included podcast series and companion blogs published by industry associations, virtual career chat with diverse panelists, and #PRitForward social media campaign and giveaway

TEAM LEAD, A TASTE OF TURKISH CUISINE

Centennial College / Toronto, ON / November 24, 2020 5:30-6:30 pm EST

- Interactive virtual baking event with 189 registrants and 1,700+ views from six continents of the world
- Attendees learned to bake a Turkish dish from influencer Chef Matthew Duffy and Centennial College students
- Digital tools leveraged include Eventbrite, Mailchimp, Zoom, Facebook Live and Instagram Live

MARKETING COMMUNICATIONS MANAGER

Profood International Corporation / Philippines, Cambodia, U.S.A. and South Korea / July 2017 to September 2020

- Mobilized a global team to expand the business's geographic coverage in more than 40 countries
- Directed end-to-end production of films, advertisements, catalogs and merchandise for international B2B markets
- Educated clients on the effects of a climate-related supply shortage (2017) and COVID-19 by improving client support communications and consolidating critical reports from multiple sources for the CEO and the Board

EXECUTIVE ASSISTANT TO THE CHIEF EXECUTIVE OFFICER

Profood International Corporation / Philippines, Cambodia, U.S.A. and South Korea / February 2014 to June 2017

- Collaborated with government officials, clients, board members and media to advance Profood's strategic priorities
- Supervised initiatives to strengthen brand presence, including executing the Miss Universe 2016 swimsuit pageant and speaking at the Asia-Pacific Economic Cooperation global supply chain event for SMEs (2015)

ASSISTANT COORDINATOR

Profood International Corporation / Philippines, Cambodia, U.S.A. and South Korea / November 2010 to January 2014

- Led a team in designing the Profood Gallery, the Philippines' first mango museum and factory tour, in three months
- Overhauled core marketing materials (e.g. website, brand books) in six months for a more cohesive brand experience
- Contributed to Profood's B2B marketing strategy by investigating the supply chain on the field for four months

INDUSTRY CONTRIBUTIONS

- Member, Canadian Public Relations Society Toronto, 2020-present
- Speaker, Canadian Chamber of Commerce (Philippines), "Insights on the Canadian client," Manila, September 2019
- Speaker, Asia-Pacific Economic Cooperation (APEC) global supply chain event for SMEs, "Hurdling market entry requirements for agricultural and food products" and "SME's role in global supply chains," Atlanta, June 2015
- Blogger, 2016-present

CERTIFICATIONS

- Advanced Microsoft Office Suite
- Adobe Creative Suite and Adobe Acrobat
- Website coding and management (HTML, CSS)
- Data analysis tools (Python, SQL, SAS Enterprise Miner)
- Anti-racism and bias training, five-week course (Dr. Lucretia Berry, Brownicity, USA), 2020

PORTFOLIO: <https://daisyuy.weebly.com/>
